

ORDER



Orders
Order / Rev: 50542
Alt Order #: 9797724 /Brad
Product Desc: RESTORE OUR FUTURE
Estimate: 365
Flight Dates: 08/21/12 - 08/27/12
Original Date / Rev: 08/20/12 / 08/20/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Restore Our Future
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	53	\$38,475.00	\$32,703.75
08/27/12	08/27/12	10	\$4,900.00	\$4,165.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	53	\$38,475.00	\$32,703.75	0.00
September 2012	10	\$4,900.00	\$4,165.00	0.00
Totals	63	\$43,375.00	\$36,868.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WHP-TV CBS21	28%	\$43,375.00
Market	100%	\$154,910.71

Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	40%	\$61,964.29
WHTM	14%	\$21,687.50
WLYH	0%	\$0.00
WPMT	18%	\$27,883.93

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	08/21/12	08/27/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	8	\$200.00	P-1	0.00	NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWTF--			8		\$200.00		0.00				
Week:		08/27/12	09/02/12	M-----			2		\$200.00		0.00				
N 2	WHP	08/21/12	08/27/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	8	\$200.00	P-1	0.00	NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWTF--			8		\$200.00		0.00				
Week:		08/27/12	09/02/12	M-----			2		\$200.00		0.00				
N 3	WHP	08/21/12	08/27/12	M-F 6p-630p News	CM	6p-630p	MTWTF--	:30	8	\$250.00	P-1	0.00	NM	10	\$2,500.00

Order / Rev: 50542
 Alt Order #: 9797724 /Brad
 Flight Dates: 08/21/12 - 08/27/12

Advertiser: Restore Our Future
 Product Desc: RESTORE OUR FUTURE
 Estimate: 365

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS 21 News at 6p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -		8		\$250.00			0.00			
		Week: 08/27/12	09/02/12	M - - - - -		2		\$250.00			0.00			
N 4	WHP	08/21/12	08/27/12	CBS Evening News	CM	630p-7p M- W- F- -	:30	2	\$650.00	P-1	0.00	NM	3	\$1,950.00
CBS Evening News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - W- F- -		2		\$650.00			0.00			
		Week: 08/27/12	09/02/12	M - - - - -		1		\$650.00			0.00			
N 5	WHP	08/21/12	08/27/12	M-F 7p-730p	CM	7p-730p MIWTF- -	:30	4	\$950.00	P-1	0.00	NM	5	\$4,750.00
M-F 7p-730p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -		4		\$950.00			0.00			
		Week: 08/27/12	09/02/12	M - - - - -		1		\$950.00			0.00			
N 6	WHP	08/21/12	08/27/12	M-F 730p-8p	CM	730p-8p MIWTF- -	:30	8	\$1,000.00	P-1	0.00	NM	10	\$10,000.00
M-F 730p-8p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -		8		\$1,000.00			0.00			
		Week: 08/27/12	09/02/12	M - - - - -		2		\$1,000.00			0.00			
N 7	WHP	08/21/12	08/21/12	Tue Reg 2	CM	9p-10p - T - - - - -	:30	1	\$2,100.00	P-1	0.00	NM	1	\$2,100.00
Tue 9p-10p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- T - - - - -		1		\$2,100.00			0.00			
N 8	WHP	08/21/12	08/21/12	Tue Reg 3	CM	10p-11p - T - - - - -	:30	1	\$1,650.00	P-1	0.00	NM	1	\$1,650.00
Tue 10p-11p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- T - - - - -		1		\$1,650.00			0.00			
N 9	WHP	08/22/12	08/22/12	Wed Reg 2	CM	9p-10p - - W - - - -	:30	1	\$1,850.00	P-1	0.00	NM	1	\$1,850.00
Wed 9p-10p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - W - - - -		1		\$1,850.00			0.00			
N 10	WHP	08/23/12	08/23/12	Thu Reg 3	CM	10p-11p - - - T - - -	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
Thu 10p-11p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - T - - -		1		\$2,200.00			0.00			
N 11	WHP	08/24/12	08/24/12	CBS PRS Football	CM	Various - - - - F - -	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
CBS PRS Football														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - - F - -		2		\$2,000.00			0.00			
N 12	WHP	08/25/12	08/25/12	Sa 7p-730p	CM	7p-730p - - - - - S -	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
Sa 7p-730p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - - - S -		2		\$250.00			0.00			
N 13	WHP	08/25/12	08/25/12	CBS PRS Football	CM	Various - - - - - S -	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
CBS PRS Football														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - - - S -		2		\$2,000.00			0.00			
N 14	WHP	08/26/12	08/26/12	CBS Sun Morning	CM	9a-1030a - - - - - S	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
CBS Sun Morning														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - - - S		2		\$300.00			0.00			
N 15	WHP	08/26/12	08/26/12	Face the Nation	CM	1030a-1130a - - - - - S	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
Face the Nation														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - - - S		1		\$225.00			0.00			
N 16	WHP	08/26/12	08/26/12	Sun Reg 1	CM	7p-8p - - - - - S	:30	1	\$1,650.00	P-1	0.00	NM	1	\$1,650.00
Sun 7p-8p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - - - S		1		\$1,650.00			0.00			

Order / Rev: 50542
 Alt Order #: 9797724 /Brad
 Flight Dates: 08/21/12 - 08/27/12

Advertiser: Restore Our Future
 Product Desc: RESTORE OUR FUTURE
 Estimate: 365

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	WHP	08/26/12	08/26/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S	1		\$1,400.00		0.00						
													Totals	63	\$43,375.00